



# Conquest Consultancy Launch An Intranet Portal To Communicate And Collaborate With Clients On A Whole New Level

**Conquest  
Consultancy**  
Social Media Management

&

**invotra**  
enterprise intranets & portals

———— Case Study ————

# Invotra & Conquest Consultancy

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Conquest Consultancy became an Invotra customer in January 2023. Working with the Sales and Customer Success Team at Invotra Dan Adams, Managing Director of Conquest Consultancy, launched the intranet project in order to transform the communications he undertook with his clients.

Together, Invotra and Conquest Consultancy built and rolled out, a site that provided all of the requirements set out for a new client portal for two way communications.

## Conquest Consultancy

Social Media Management

- Conquest Consultancy provides Social Media management services to a variety of clients.
- Based in Camberley, Surrey. Clients include Specsavers, Lyndhurst School, Glo Hair Salon and Shaun Dickens.
- Renowned for their honest and transparent approach to social media management and digital marketing, they are committed to delivering an impassioned, personal and tailored solution.
- One of fewer than 1% of digital agencies across the globe that are Google Analytics Certified (GACP) they provide detailed information on how users are interacting with website and social platforms.



## » Challenges

Conquest Consultancy has seen a welcomed rise in the number of clients they represent. Traditional methods of communication, email, telephone and WhatsApp groups, were no longer sufficient to provide the service each of Conquest Consultancy's clients required. The organisation found two way communications with clients were time consuming and a new solution needed to overcome inefficiencies such as:

- The need to send multiple messages when updating clients on issues such as availability
- Tasks such as meeting booking lacked a single location or tool
- A lack of clarity and confusing overlaps in existing two way communications
- Updating various stakeholders in a project involved reaching out to individuals, rather than updating teams or groups at once
- Current tools could leave Conquest Consultancy unsure if clients had viewed updates, or communications, and acted on them.

## » Goals

Conquest Consultancy needed a new, more effective channel to provide a solution to the challenges faced in managing communications with their growing number of clients:

In order to maintain their excellent client relationships, Conquest Consultancy needed a platform with two way communications, from providing a calendar for appointment booking to allowing interactions on documentation.

Many communications were sensitive and had to be delivered and stored securely, to individual clients. The new client portal had to ensure secure communication between Conquest Consultancy and each of their clients.

Client-wide messaging from Conquest Consultancy was also required, to deliver general messages about availability or time constraints. It was important for the organisation to know that the message had been delivered and received by all clients

As Social Media Consultants, Conquest Consultancy wanted client communications to be as innovative and engaging as their own marketing messages. They demanded a platform as intuitive and effective as the social media channels they used.

“ With the sensitivity of communications between our clients and us, it was essential that the company we chose understood this. Invotra powers intranets for over 47% of UK Government departments so we knew they would know a thing or two about data security!

This new system will provide our clients with a modern, user-friendly platform to access all of their resources, communicate and collaborate on projects. We believe this new portal will streamline workflows, increase collaboration and productivity, and create an engaging work environment between us and our clients. ”

Dan Adams, Conquest Consultancy

# » Solutions And Results

The new Invotra Portal, “The Social Sword” has been launched as the new communications platform to connect Conquest Consultancy with its clients. The portal offers the business everything it needs for efficient, timely and secure communications with individual clients and organisation wide updates:

- The portal acts as a single source of truth for Conquest Consulting. Important organisational information can be simply and quickly updated, and is easily accessible for all clients to view.
- Secret Groups ensure that every client, and all stakeholders for that client, are kept up to date with all things related to their Social Media Management. Conquest Consultancy can securely share documentation, including sensitive payment details, add polls and post client updates within these Groups.
- All communications on the portal are interactive. Users can freely like, comment and use hashtags on the content that Conquest Consultancy share with them, in groups and on the portal homepage. Users are notified whenever something is added to their group or if they are @mentioned in content.
- Invotra’s broadcasting feature allows Conquest Consultancy to bring vital information to the forefront of their clients’ attention, breaking through the noise to make important announcements. Broadcasts appear at the top of the intranet, and stay in place until each user has manually dismissed the notification.
- Conquest Consulting were keen to make appointment booking a central feature of their portal, to encourage client engagement. To facilitate and centralise this process a book a meeting function was added to the portal homepage.
- By adding a newsfeed widget to clients’ portal homepages, Conquest Consultancy were able to display updates from their own social media feeds, and display their ongoing work for clients in integrated social media feeds.

